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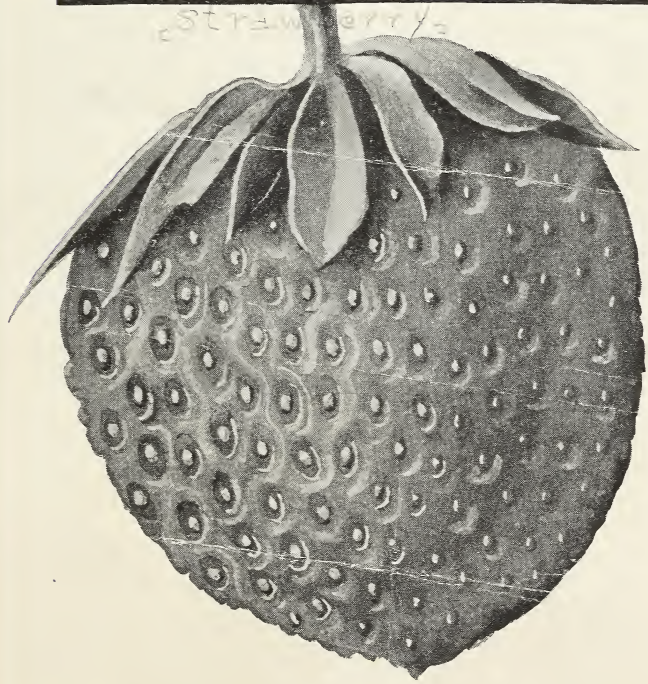
1917

Nov 1917

RECEIVED

BEAL

Strawberry



WILL go on record as the year and birth on my Experiment Farm of a new generation of thirty thousand *Hybrid* seedling strawberry plants and strawberries. No two plants or strawberries exactly alike. Perhaps the most remarkable union in variations of strawberries and strawberry plants and their peculiarities in forms and inter-breeding in the world will be shown June 16, 1917. A very interesting narrative relating to this new race of plants, and comments of fruit growers and visitors, as may be deemed of interest, will unfold the history of my new *Hybrids*, with illustrations describing each variety, in my book of 1918.

A BEAL STRAWBERRY

THE picture represents a true type and size of this new *Hybrid*: how nature developed with my preconception as to what a perfect strawberry would be like, symmetrical in form and of large size; its qualities of firmness of texture, and of high flavor are ideal; a plant that has the vitality to resist adverse weather conditions; a plant that grows a mass of fi-

brous roots which penetrate deep into the soil in search of moisture and plant food; a plant that builds up a large number of fruit crowns; a plant that sends out a number of fruit stems; a plant that sends out strong runners, growing plants with a strong foliage to protect the fruit from sun scald; a plant that yields abundant crops of the juiciest, most luscious, and aromatic of all strawberries. The *Beal* was chief and the leader among my new *Hybrids*. Last season here on my grounds, *Beal* plants made a growth of fourteen inches high, growing berries that measured over three inches in a straight line passing through the center of the berry. The remarkable feature of *Beal* plants: the blossoms are protected by outer covering of a large green calyx. At this time you will concede and grant my statement as above claimed. For twenty successive years I attempted to hybridize certain varieties of strawberry plants. The services of the bees, the pollination and cross fertilization of the blooms are given the credit of carrying out their part of this ancestral race of strawberry plants in 1913 on my Experiment Farm.

BEAL PERFECT FLOWERING

Is the first one of a series of experiments in select breeding of my *Hybrids* to be offered this season, as claimed in my invitation. No plants will be offered before the fruit growers pass their opinion without pleading the merits of my *Hybrids*. Urgent requests from fruit growers that visited my Experiment Farm and saw these *Hybrids* last June, 1916, are pressing me to offer the *Beal*, this wonderful cropper, in order to get a start as soon as possible on their own grounds.

I have decided to offer *Beal* during August, September, and October, this season, 1917.

POT GROWN PLANTS

SET out any time this summer, will yield a full area of lucious strawberries next spring.

PRICE OF BEAL PLANTS

| | |
|----------------------|---------|
| 25 PLANTS FOR | \$ 3.00 |
| 50 PLANTS FOR | 5.50 |
| 100 PLANTS FOR | 10.00 |

TICE C. KEVITT

Originator and Introducer

ATHENIA : : NEW JERSEY